

## **§ 1214.4**

### **§ 1214.4 Conflict of interest.**

*Conflict of interest* means a situation in which a member or employee of the Board has a direct or indirect financial interest in a person who performs a service for, or enters into a contract with, the Board for anything of economic value.

### **§ 1214.5 Crop year.**

*Crop year* means the period August 1 through July 31.

### **§ 1214.6 Customs or CBP.**

*Customs or CBP* means the United States Customs and Border Protection or U.S. Customs Service, an agency of the United States Department of Homeland Security.

### **§ 1214.7 Department.**

*Department* means the United States Department of Agriculture or any officer or employee of the Department to whom authority has heretofore been delegated, or to whom authority may hereafter be delegated, to act in the Secretary's stead.

### **§ 1214.8 Fiscal period.**

*Fiscal period* means the period August 1 through July 31.

### **§ 1214.9 Importer.**

*Importer* means any person importing Christmas trees into the United States in a fiscal period as a principal or as an agent, broker, or consignee of any person who domestically produces Christmas trees outside of the United States for sale in the United States, and who is listed in the import records as the importer of record for such Christmas trees.

### **§ 1214.10 Information.**

*Information* means information, program, and activities that are designed to increase efficiency in processing, enhance the development of new markets and marketing strategies, increase market efficiency, and enhance the image of Christmas trees and the Christmas tree industry in the United States.

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### **§ 1214.11 Marketing.**

*Marketing* means to sell or otherwise dispose of Christmas trees in interstate, foreign or intrastate commerce.

### **§ 1214.12 Order.**

*Order* means an order issued by the Secretary under section 514 of the Act that provides for a program of generic promotion, research, and information regarding agricultural commodities authorized under the Act.

### **§ 1214.13 Part and subpart.**

*Part* means the Christmas Tree Promotion, Research, and Information Order and all rules, regulations, and supplemental orders issued pursuant to the Act and the Order. The Order shall be a subpart of such part.

### **§ 1214.14 Person.**

*Person* means any individual, group of individuals, partnership, corporation, association, cooperative, or any other legal entity.

### **§ 1214.15 Programs, plans and projects.**

*Programs, plans and projects* mean those research, promotion and information programs, plans, or projects established pursuant to this Order.

### **§ 1214.16 Produce.**

*Produce* means to engage in the cutting and selling of Christmas trees for the holiday market.

### **§ 1214.17 Producer.**

*Producer* means any person who is engaged in the production of Christmas trees in the United States, and who owns, or shares the ownership and risk of loss of the production of Christmas trees or a person who is engaged in the business of producing, or causing to be domestically produced, Christmas trees beyond personal use and having value at first point of sale.

### **§ 1214.18 Promotion.**

*Promotion* means any action, including paid advertising and public relations that presents a favorable image of Christmas trees to the general public with the intent of improving the perception and competitive position of